History of Internet

In the 1950s and 60s, before the Internet came to be, most communications were limited in that they allowed communication between the stations on the network. Even though some networks had bridges or gateways, these too were limited. One notable method of computer networking was based on a central mainframe method, allowing terminals to be connected via long length cables. Even still, a better way of communication was needed. The Army was trying to find people to help come up with a robust, fault-tolerant, and a distributed (Gralla 1,009). One of the fundamental pioneers to a global network who worked with the Army was J.C.R Licklider who wrote his ideas about global networking in his 1960 paper, *Man-Computer Symbiosis*. In this paper he said, “A network of such [computers], connected to one another by wide-band communication lines [which provide] the functions of present-day libraries together with anticipated advances in information storage and retrieval and [other] symbiotic functions” (WIKIEPDIA 28). Later in 1964, two men were inspired by Licklider, and they with some other help would help build ARPANNET, one of the precursors to the Internet. They were Robert Taylor and Lawrence Roberts.

Robert Taylor was determined to realize Licklider’s ideas of an interconnected networking system. For this project, he brought in Larry Roberts from MIT to help. They were just two who helped create the first interconnected network machine ARPANET. This machine named after the ARPA, the company founded in the late 1950s as a result of the Space Race when the UUSR launched Sputnik into space. The first ARPANET link was established between the University of California and the Stanford Research Institute at 22:3o hours on October 29, 1969. A 4-node connection was made on December 5, 1969 by adding the University of Utah and the University of California, Santa Barbara. In the years to come ARPANET would soon become the technical core of what would become of the Internet and the primary tool in developing the technologies used (WIKIPEDIA 729).

In the 1970s, years after ARPANET first set up its links, other innovators around the world trying to form their own networks. Two students of Duke University, Tom Truscott came up with UUCP, a local network that operated using Bourne shell script to transfer messages and data. X.25 was already used by the International Telecommunications Union (ITU) for its use of “packet switching” network. Donald Davies of the National Physical Laboratory of the United Kingdom began to develop NPL, a national networking system based on packet switching (WIKIPEDIA 102). With so many networking being used, a call came out from many sources to unify them all. That problem would fall into the hands of Robert E. Kahn of DARPA (Defense. Advance. Research. Projects. Agency.), and Vinton Cerf of Stanford University (Swank, Kittel, Spenik, et al).

By 1973, the two worked out a simple reformulation. They decided that the differences between network protocols were hidden by a common internetwork protocol. Now instead of the networks, like ARPANET, the hosts would be responsible for reliability. This reformulation evolved into a set of command protocols called TCI/IP, which became developed from 1974 to its near-final form in mid-1978. Soon this piece of technology went out like hotcakes. By the 1980s, much of Europe was beginning to use this type of networking. Africa first used TCI/IP in the early. By around 1992, The TCI/IP was used by nearly every continent they had access to this kind of network. Then along came the big question, the one question people were starting to talk about in the early 90s, and the one question that would determine the future of the Internet. Should the Internet be accessed for Commercial use?

At the time this question was asked, it became a hotly debated issue. The reason why was because, even though commercial use of TCI/IP was strictly forbidden, the definition on commercial use was unclear and subjective. Already, some areas of the network started allowing commercial use. For example, the first ISP to open up to the public was an ISP called “The World” which offered dial-up access in 1989. In 1992, a once government restricted site called NSFN.net, was allowed to join with other commercial networks, once Congress passed the Scientific and Advanced-Technology Act. This became a controversial issue with many University professors protesting to the idea of the uneducated using their networks. Eventually commercial internet service providers lowered prices enough so that junior colleges and other schools could afford to participate in the news arenas of education and research (WIKIPEDIA 439). By 1990, ARPANET became overtaken by newer networking technologies, so the project came to a close. With these newer networking technologies, NSFN.net lost its role as the Internet’s backbone. In 1995, the last few commercial restrictions came down when the National Science Foundation ended its sponsorship of the Internet Backbone. The Online Playground was now open to everybody.

The history of the Internet is quite fascinating, though quite complex to accurately define. Even today, some historians have trouble piecing together a precise timeline of the Internet. The one major problem to this is that there is a lack of centralized documentation of much of the early development that led to the Internet (WKIPEDIA 501). But despite all this, nearly everyone knows that the Internet as affected much of what’s happening in their lives and one of the first areas to be heavily influenced by this would be Art & Culture.

Art & Culture of the Internet

Culture is defined by the average person as a “distinct set of social, religious, and artistic ideologies belonging to either one or several different groups of people. When during the aftermath of the Cold War many indigenous cultures in isolated parts of the world remained isolated. Before the Internet, the kind of art one would see would be the art from their own native lands. If someone were to study other cultures, most likely they would have to look it up in countless of books, or even go to the places where those cultures exist to get the knowledge of it all.

With the Internet, much has changed. When Malaysia first started creating its own websites in the 1990’s, to much of the world their cultural identity remained in some part, mostly unknown. With the arrival of the Internet, many up and coming artist began to post their artworks up for the entire world to see. Some of these artists became art critics.

How this came to fruition was the usage of TCI/IP. Before the Internet became open to anybody, artist who wanted to post their material up online, that person would have to know some technical networking skill, which became a hassle (Rajah 28). With the TCI/IP, artistic networking became suddenly easier (Smith and Middlebrook 238). With ease of network connection, the art of computer literacy has been changed due to the “Icon and Mouse” software, people can now have an easier time of inspecting, reviewing, and simply viewing art (Rajah 42).

With the Internet, isolated cultures like the Aborigines in Australia, indigenous tribes of Malaysia, and even some native practices down in the mountains of Tibet, have become ever increasingly part of world cultural norm. This is all in part with hyper linking; the extension of Visual Performing arts and Virtual Installation art, culture has flourished in places where it never existed before Smith and Middlebrook 453).

Even pop culture is affected by the Internet. With popular sites such MySpace and Facebook, video clips, along with art pictures and online amateur stories and essays, people who have once been nobodies to the mainstream has been suddenly thrusted into stardom thanks to Internet (Paul 31). In early spring 2009 for example, Susan Boyle was just another middle-aged woman in Scotland. But when the clip of Audition on the hit TV show “Britain’s Got Talent” made its way on YouTube, she became an overnight sensation with the rest of the world.

With the Internet, Both art and Pop culture has been impacted more ways than one. Because of the Internet, what people now define as art has been changed radically, allowing an everyday Joe to become an art critic. With all these changes due to Hyper Linking, Facebook, and MySpace, people have become more adept to new cultures, arts, and the effects of creative viral videos and new forms of music everywhere.

Certainly art & culture have taken quite a change in how people perceive now, thanks to the Internet; but its massive effects don’t stop there. In only a few short years when the last few commercial regulations went down, the Internet began attracting investors, and eve new companies that want a piece of the action. Say hello to the Internet economy.

Economy and the Internet

In 1999, when the World Wide Web was booming, the chairman of Intel, Andy Grove, said that “In five years, all companies will be Internet companies, or they won’t be companies at all” (The Net Imperative 1) While here in 2010, that statement may have been over top, what he meant his passion about the Internet’s role in the future World economy is right on the ticket. With the usage of a simple to use browser, companies have found new grounds for online advertising for visitors searching online. With the Internet, it has changed the way companies have managed for so many years only to turn it upside-down and inside-out.

Because of the innovations online, some companies for the first time can now make direct connections with their customers (Gitomer 1,213). Some companies now use this technology to intensify relations with some of its trading partners (Stevens 48). Finally, with the Internet, companies are using the ubiquity and reach of the World Wide Web to request quotes or sell of perishable stocks of goods or services by auction (Gitomer 1,998). Companies can also lower their cost for supply and demand chains dramatically, thus igniting good fierce economic competition (The Net Imperative 104). So when Andy Grove said that companies that don’t become Internet in five years won’t become companies at all, what he really said and meant that, because of the Internet usage of many companies, other businesses that doesn’t use any of the benefits the Internet gives to companies, it will be crushed heavily by other businesses that do use the Internet to their Advantage (The Net Imperative 214).

Another important impact the Internet has caused that it not only helps old businesses become more modern and competitive, it also has created new companies and new fields of business. Internet companies that started out in the 1990’s like the AOLs, Yahoo, and so on, have grown to become major top economic forces in the markets. In 1998 alone, they collectively generated 5 billion dollars in revenue and only lost 1 billion (The Net Imperative 311). Other businesses like Amzaon.com and E\*Trade have really become economic forces to reckon with in the Global market. With a result of economic impact, the Internet has reached both far and wide; but it doesn’t end there. Not only have private viewers and businesses embraced the online community. Politicians have been using it a way to attract voters and raise campaign funds.

Politics and the Internet

In 2008, Democrat Barack Obama became the first African American to be elected president. In the race he was charismatic, promised hope and change, and got crowds rallying behind him. Those are what a lot of people point out to explain why Barack Obama won the Oval office so easily against his Republican rival John McCain. But what most people don’t seem to point out a lot was his mastery at his internet campaigning. Barack Obama used the Internet effectively to not only attract voters to support, but he also used it to get financial support which made far out fund his rival by about twice as much in campaign funds. He even got first time political sponsors and people and companies that don’t normally sponsor politicians to offer their support. This is golden example where, done rightly a politician can use the Internet as a way to get ahead in polls and possibly influence the outcome of some key elections.

Because of major political influence, the term “Webocracy” has been popping lately in political dictionaries. A Webocracy is a term that describes as “Government politics actively participating online” (Meinardus 58). What this means that lately, places like South Korea, Germany, even the United States, politicians have been using the Internet to actively explain their ideals and their party’s platform in order to get more voters. With these kinds of changes, politics and the art of campaigning are and could be transformed much more dynamically just by using websites and browse options.

Art, economy and politics; these areas have been impacted in more ways than one because of the internet. But perhaps the most the World Wide Web has done is perhaps it has changed society the most dynamically of all.

An Internet Society

When looking at Society in general, it may seem to one person that everything is as it was and as it will be later. But that person doesn’t know that because of the Internet, his or her society is evolving at a much rapid pace. Instant messaging, web ethics, and even knew tech lingo words are entering everyday into the public mindset that is society (Dalton 48).

With e-mail that can sent around the world within less than three seconds, it has kind of spoiled many viewers who have dealt in this technology. Nowadays because of this, people expect both instant messaging, gratification, and results. With fast sending time for messages, people have developed a technological need for speed. Also, with the Internet, there are many dangers like strangers online and even weird websites not suited for kids. So comes the Internet blocking power given to parents, to help teach about where and where not to go on line (Gralla 84).

Finally, because of the Internet, people have a whole array words and slang to incorporate into their everyday language. Words like “e-mail” and “blogging” have become as common as “hi” or “bye.” Even web text phrases like LOL (laugh Out Loud) and FTW (For the Win) have been used even without web texting online (Swank, Kittel, Spenik, et al). It really shows how much society has been affected by the Online Global Community.